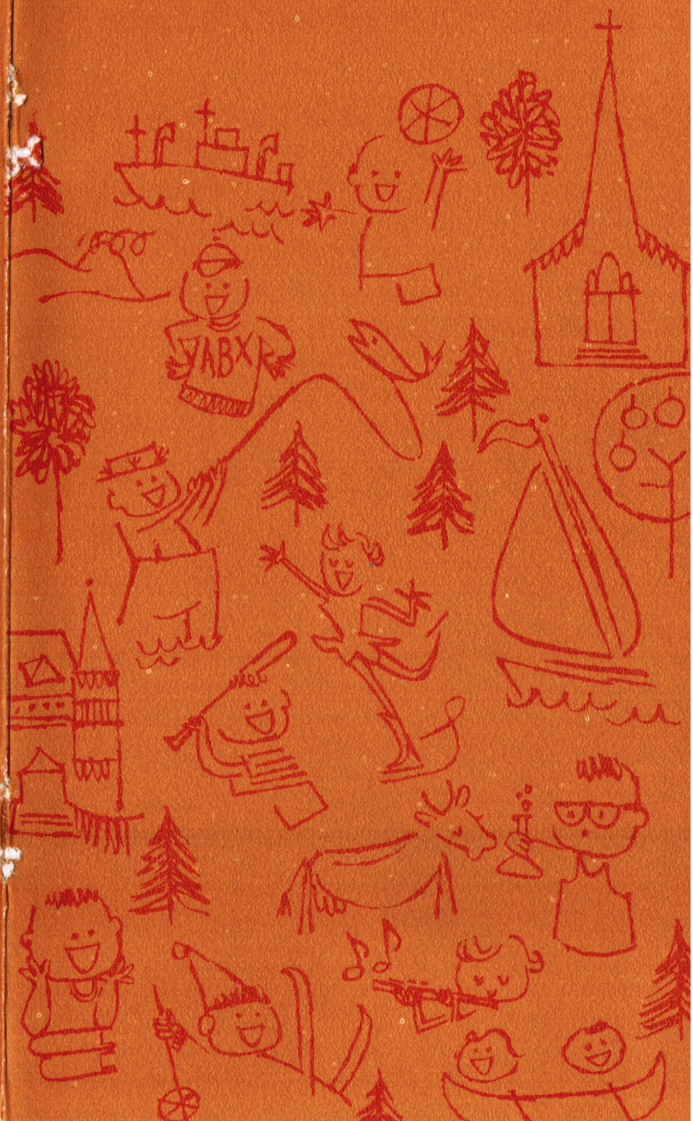


POTSDAM CHAMBER of COMMERCE

POTSDAM...New York





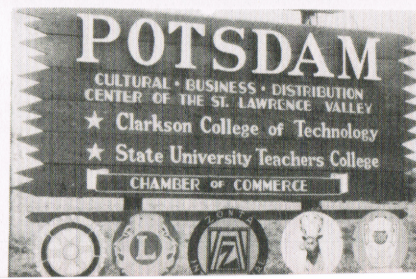
People of Potsdam



Potsdam thrives because of its people. People make Potsdam a fine place to live—because of their intense community pride, their desire to make it even better—because they like it. They are proud, energetic people. Most Potsdam people have steady, skilled employment with a college, a utility company, a pulp and paper manufacturer, a hardwood firm, a dairy or dairy products business, a light industry or an area distribution business. A high percentage are professional people. They are proud of Potsdam's attractive, tree-lined streets, of its modern restaurants, motels and hotels. They are good neighbors.

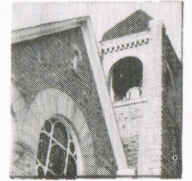
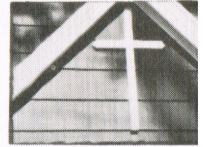


Welcome To Potsdam...
EDUCATION, BUSINESS, CULTURAL
& DISTRIBUTION CENTER
OF THE ST. LAWRENCE VALLEY..



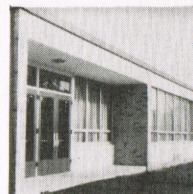
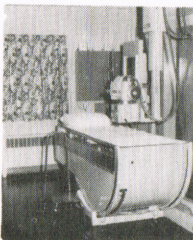


Potsdam's seven churches and synagogue: Baptist, Congregation Beth-El, Episcopal, First Church of Christ Scientist, Methodist, Nazarene, Presbyterian, Roman Catholic.



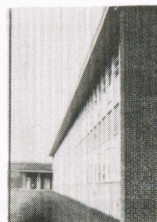
Wide Streets and Friendly Shops

Potsdam is the trading center for a widespread area of Northern New York. Retail sales total more than \$14 million annually. Retail merchants maintain modern, well-stocked stores in an attractive downtown shopping district with ample off-street parking and also in a new shopping center. Twenty-one physicians staff a modern, 100-bed, nationally accredited hospital. Meritorious service is provided by a volunteer rescue squad and volunteer fire department. Village services—police, public works—far exceed those usually found in communities of similar size. Village and township governments are housed in a spacious civic center, also the home of a large public library, museum, auditorium and civic meeting rooms.



Wisdom is Knowledge...

Potsdam is a unique community of 7800 population, having two accredited four-year colleges—Clarkson College of Technology and State University College of Education. Clarkson is an outstanding privately endowed men's engineering college of 1500 enrollment. The College of Education, occupying a new \$14 million campus, is one of the four oldest teacher-training colleges in New York State, with an enrollment of 1300. Potsdam has a new junior-senior high school, new elementary school, new parochial elementary school and Congdon Campus School, elementary and junior high.





CULTURE and the ARTS

State University College of Education and Clarkson College of Technology bring to Potsdam cultural opportunities, found in few larger cities. The Spring Festival of the Arts, sponsored by the College of Education, annually brings to Potsdam noted musicians, dramatists and writers. The college's Crane Department of Music is widely recognized for concerts by its fine symphony and chorus and other music groups. Dramas and operas are produced several times each year. Clarkson College brings to Potsdam outstanding scientific and public affairs experts through convocations and seminars.



SUMMERTIME and SUMMER FUN

Potsdam's moderate, low humidity summers invite activity. Trout, bass, pike, muskellunge fishing are exceptionally good in the Racquette and St. Lawrence Rivers and adjoining lakes. These waters also provide excellent power boating and sailing, with modern marinas. Potsdam has two fine beaches, picnic and camping areas at Postwood Park and Barnhart State Park; an ultra-modern Town and Country Club with a nine-hole golf course, and a dozen paved tennis courts. About 200 youngsters are transported by bus twice daily to Postwood Park for swimming. For others there are supervised daily playground programs. Over 300 boys play PeeWee Baseball.



WINTER FESTIVAL

ScENERY, SPORtS AND STATUES OF Ice...

Abounding with winter sports, there are seven ski slopes within easy driving distance of Potsdam. Clarkson College's fine hockey teams draw fans from a wide area as they meet the best collegiate teams in the East and Canada. About 200 boys, age 7-14, play in one of the finest junior hockey programs in the nation. Highlighting the winter season is the annual Ice Carnival, sponsored by Clarkson and State University College of Education. Colorful ice statues, sculptured by students, attract thousands of visitors annually.





